THE STORY OF HOW CHOCOLATE MADE HISTORY

Continuum Heritage Attraction York’s Chocolate Story, located in the heart of York, is an entertaining and informative guided tour through the history of York’s most famous chocolate-making families and their finest creations. Visitors can discover chocolate’s origins, how to make it, how to taste it like an expert and even the sustainable future of chocolate.

York is the UK’s home of chocolate, while other northern centres made their wealth from wool, cotton and steel, York went its own sweet way and built a city from chocolate. This great tradition continues to this day, where all over the city there are echoes of York’s chocolate past. At York’s Chocolate Story a host of surprising secrets and fascinating facts behind York’s greatest chocolate products come to life - from the Chocolate Orange to the globally famous Kit Kat.

There is so much to see, including live chocolate-making demonstrations from skilled chocolatiers and a host of fascinating chocolate artefacts. Visitors can even get hands-on and make their own chocolates in the Factory floor and create their very own chocolate delights.

Once guests have explored chocolate-making and its history, they can shop for and indulge in the finest chocolate in the attraction’s café and shop. There’s so much to enjoy and discover at York’s Chocolate Story in the UK’s home of chocolate!

- ENDS -

Notes to editors:
To find out more visit www.yorkschocolatestory.com

Opening Times:
- The attraction is open daily from 10am – 6pm (last tour is at 5pm).
- Closed on 25th December, 26th December and 1st January.

Admission prices:
- Adult £10.50
- Concession £9.50
- Child £8.50
- Family of four £32.50
- Family of five £39.50

Booking
We advise booking your tour online in advance at www.yorkschocolatestory.com
For any booking enquiries call 0845 498 9411
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WELCOME FROM CONTINUUM ATTRACTIONS

Twenty-five years ago, a Rowntree-led idea for a chocolate-themed visitor attraction never got off the drawing board due to a takeover of the group. However, original members of the York-based Continuum team (then Heritage Projects) knew it had potential if only it could find the right location in the city of York and the finances to make it happen.

Continuum, owner and operator of a growing family of commercial visitor attractions from Edinburgh to Portsmouth, has had its headquarters in York since the conception of the company back in 1984. Having created a Viking museum in the city back in the 1980s it was well placed to create an innovative and vibrant new visitor attraction in its home city.

With 30 years of welcoming a million visitors a year, Continuum believes it knows that the best interpretation technique is in fact the simplest one: a true story told in an engaging way and in a really relevant location – storytelling in its truest form. The company ethos is engaging stories in memorable places, creating great memories for visitors to share and to take home.

York’s Chocolate Story is the story of the people of York and how, through the famous Quaker families of the Rowntree’s, Terry’s and Craven’s and the not so famous ordinary folk, they made confectionery and the city synonymous; building brands like Kit Kat which have circumnavigated the globe.

It is ideally located in King’s Square, in the heart of the city, at the end of the historic and world renowned Shambles and right on the tourist and locals’ route around the city.

It is not a museum or a mini theme park, but a vibrant visitor attraction where stories are told. The positioning adds to the York visitor offer, fitting easily into the classic weekend or day out programme of a museum or two, some wandering and browsing through the medieval walled city, a little shopping and good food.

Since opening in March 2012 visitors from as far afield as New Zealand and Japan have travelled to York specifically to visit York’s Chocolate Story, 97 per cent of which said they would recommend it to a friend.

Keep up to date with us on Twitter @yorkschocstory and Facebook www.facebook.com/yorkschocolatestory.

Juliana Delaney
Chief Executive Officer FTS, Continuum Attractions
WHAT’S ON

“Have you felt the bubbles melt?” February Half Term – 14th – 22nd February

We pay homage to the nation’s favourite bubbly chocolate bar – Aero – with exhibition features, demonstrations and hands on activities for chocolate-lovers young and old. Originally created by Rowntree’s in 1935, the bubbly chocolate bar continues to be one of the nation’s favourite sweet treats.

Brilliant Brands: York chocolate through the ages – May 4th – 31st December

Discover the history of York’s brilliant brands at our unique exhibition. Take a journey through York’s much-loved confectionary and discover which world famous chocolate bar was once called Chocolate Crisp, and which multi-coloured treats were formerly known as Chocolate Beans.

Easter – 28th March – 13th April

Uncover the secret of why certain children in York once got to enjoy solid Easter eggs, watch as our chocolatiers recreate ornate Easter eggs from days gone by, while little ones embark on an Easter egg hunt.

Summer Holidays – 20 July – 1st September

York’s Chocolate Story is the place to be over the summer holidays. Cool off with a deliciously decadent chocolate milkshake, explore trails and get hands on making your own chocolate creations!

SHOCK-late Halloween – 26th October – 1st November

Join us for spook-tacular shock-olate tasting sessions. Courageous visitors can test their nerve by taking part in the tastiest trick or treat challenge ever. Guests will test their luck by spinning the ‘wheel of fortune’ to receive either a deliciously tasty treat or a revolting rotten trick chocolate.

A Chocolate Covered Christmas – December

Visitors can get into the festive spirit at York’s Chocolate Story this December. Enjoy seasonal tours and meet the one and only Father Christmas each weekend.
Be catapulted on a journey through the story of how chocolate made history at York’s Chocolate Story in the UK’s home of chocolate.

Ideal for explorer families, curious minds and culture vultures, go on an entertaining and informative guided tour through the history of York’s most famous chocolate-making families and their finest creations, from the Chocolate Orange to the globally famous Kit Kat. You’ll discover chocolate’s origins, how to make it, how to taste it like an expert and even the sustainable future of chocolate.

Engaging storytellers take visitors back thousands of years to the rainforests of Central America where it all began. Moving through the history of chocolate’s founding families you’ll learn the fascinating facts and surprising secrets behind their finest creations. You’ll learn all about factory life and hear stories and memories of the people of York.

Learn how a simple cocoa bean is transformed into the finest chocolate. Immerse yourself in displays and exhibits of some of the most iconic confectionery brands in the world. Design your own chocolate bar wrapper and discover your perfect chocolate bar with a fun chocolate personality quiz.

Get hands on and master the secrets of the chocolatier as you create and decorate your very own chocolate bar to take home!

Following this, there’s the chance to see how the experts do it and watch chocolatiers at work in a tantalising chocolate-making demonstration in the production kitchen - and you can even eat the results!

After the tour, put your new found knowledge into practice and choose from a selection of the finest chocolates in the country. Buy peach and raspberry or orange and geranium flavoured chocolates, or browse the many other chocolate delights produced by some of the UK’s finest manufacturers in the shop. The Chocolate Bar café is renowned for its indulgent chocolate delights and the speciality hot chocolate and the finest

Visitor feedback on trip advisor includes:

“Our verdict…Fab! Very entertaining, very informative, and lots of chocolate-tasting along the way!”

“A passionate and dedicated team took us through the story of chocolate…a pleasure for young and old alike.”
“Have you felt the bubbles melt?” February Half Term – 14th – 22nd February

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QUIRKY FACTS

Did you know? – York’s Chocolate Story

- Since it opened York’s Chocolate Story has given away over a double decker bus worth of chocolate to its visitors.
- York’s Chocolate Story created the World’s Hottest Chocolate in 2012. Registering at a not-so-cool five million on the Scoville scale, it was 100 times hotter than a vindaloo.
- Since opening visitors - from as far afield as New Zealand and Japan - have travelled to York specifically to visit York’s Chocolate Story, 97 per cent of which said they would recommend it to a friend.

Did you know? – York chocolate facts

- York produces 80,000 tonnes of confectionery a year.
- Rowntree’s ‘Meet Mr York’ was the first animated advert to feature both sound and moving pictures in 1929. The original Mr York model now resides at York’s Chocolate Story.
- Six million Kit Kats are made in York every day and about 564 Kit Kat fingers are consumed every single second.
- The Terry’s Chocolate Orange was pipped by the Chocolate Apple, as well as there being a Chocolate Lemon in the 1980s.
- York’s chocolate and confectionery companies were founded by three families: Rowntree, Craven and Terry. Joseph Rowntree pioneered many social reforms which still benefit the city of York today.
- At its peak, more than 14,000 people were employed in the chocolate industry in York.

Did you know? – World chocolate facts

- Kit Kat is especially popular in Japan where the name sounds like ‘kitto katsu’ – a Japanese phrase that means “surely you will succeed”.
- The Mayans and Aztecs added honey and sometimes chilli to their chocolate drinks to add flavour.
- In the 15th century, Central Americans believed chocolate to be so valuable they used it as money.
- US research suggests the higher a country’s chocolate consumption, the more Nobel laureates it spawns.

Find out more at www.yorkschocolatetestory.com
ORIGINS OF CHOCOLATE

The origins of chocolate are shrouded in mystery. It is created from the fruit of the cocoa tree, a native plant of the Central American rainforest, which has been grown on plantations by the Maya in the lowlands of South Yucatan (now modern Mexico) as far back as 600 AD.

The earliest evidence of the use of chocolate lies in the even more distant past, and more than a thousand years before the foundation of York. Traces of cocoa in samples of ancient pottery discovered at excavation sites near the village of Puerto Escondido in Honduras, Central America, have dated its use back to 1150 BC.

Using the very latest extraction techniques, scientists discovered faint traces of cocoa that had seeped into the pottery. Using these ghost-like echoes of the past they were also able to work out that whichever long-lost tribe drank the magic elixir did so without the sweetening addition of honey. This ancient cocoa was also free of any hint of chilli, a typical addition to chocolate drinks consumed by the Maya and their warrior neighbours the Aztecs.

By the time the first Europeans washed up on the shores of Central America at the end of the fifteenth century cocoa beans had become highly prized among the locals, not only being used to make chocolate, but also being circulated as currency.

The early European visitors, eyes blinded by their search for gold, failed on first sight to realise the true value of cocoa beans. Columbus took a few back to Spain, where they raised not even the slightest curiosity, and legend has it that a crew of cut-throat pirates who stumbled across a horde of the dark treasure, reasoned that the beans must surely be some kind of rabbit droppings and simply threw them overboard… along with the unfortunate crew of the vessel they’d attacked.

Find out more at www.yorkschocolatestory.com
York’s chocolate and confectionery companies were founded by three families; Rowntree’s, Craven’s and Terry’s. Each family has a unique and fascinating story to tell.

The Tuke’s and the Rowntree’s

Rowntree’s can trace its lineage all the way back to a remarkable woman named Mary Tuke, daughter of a prominent Quaker who was among four thousand Quakers, jailed for their beliefs in the 1660s. In 1725 she took the then highly unusual step of setting up a grocery business but met with resistance from the York Merchant Adventurers Company. Under their rules Mary needed a licence to trade; however, she was neither a widow or a daughter of a member of the Company – the prerequisite conditions of receiving a licence - and was therefore unable to obtain one.

Mary ignored their ruling and went about her business regardless of repeated threats to fine her and close her business down. Ultimately she battled the Merchant Adventurers Company for seven long years, eventually reaching a compromise that involved Mary paying a small fine in order to be allowed to carry on trading.

In 1746 Mary’s 14 year old nephew William joined her as an apprentice, remaining in this position until the age of twenty, when Mary died and left him the business. Under his control the shop began to specialise, importing tea from India and manufacturing cocoa and chocolate.

The business thrived and as William grew older he began to take a close interest in his community. In particular, he became involved in efforts to improve the welfare of people held in institutions for the mentally ill. He eventually built ‘The Retreat’, an institution which cared for the mentally ill in a humane fashion. This was at a time when patients were usually seen as little more than rogue animals to be restrained and controlled with violence. ‘The Retreat’ remains in existence today and continues to abide by the Quaker principles on which it was founded.

The Tuke family business in York was passed down from father to son through three generations spanning over one hundred years, but eventually the line ceased in 1857 when Samuel Tuke’s sons chose not to return to York. One of Tuke’s sons was already running a branch of Tuke’s in London while the other had taken up a career in banking.

However, Samuel Tuke was a good friend of grocer and draper Joseph Rowntree Snr, who had three sons: John Stephenson, Joseph Jnr and Henry Isaac. While John Stephenson and John Jnr went on to join the Rowntree family business after their apprenticeships, it was decided that Henry Isaac would instead go to work for Samuel Tuke.
Within three years of joining the Tukes, Henry Isaac Rowntree was in a position to take over the cocoa and chocolate side of the business, as was recorded in a Tuke company memo dated 1 July 1862.

“We have to inform you that we have relinquished the manufacture of cocoa, chocolate and chicory in favour of our friend, H. I. Rowntree, who has been for some time practically engaged on the concern, and whose knowledge of the business in its several departments enables us with confidence to recommend him to the notice of our connection.”

Henry Isaac created a factory out of a collection of cottages, a public house and an old foundry located at Tanners Moat, by the river. Unfortunately the business struggled and, fearing failure and disgrace – Quakers were very protective of their good name – Henry’s brother Joseph Jnr stepped in and went into partnership with his brother in 1869 in an attempt to turn the company’s fortunes around.

Before long Rowntree’s was manufacturing Pastilles and Fruit Gums, and launched its famous Elect Cocoa in 1887. As the company’s fortunes improved it was able to commission the building of a new factory at Haxby Road, one which would grow to become a ‘town within a town’.

After Henry Isaac’s death in 1883, Joseph continued to build up the business and was joined by his son Seebohm in 1889. Both men took an active interest in the welfare of their workers and in the community at large, a trait that had its roots in their Quaker beliefs. Rowntree’s was among the first to offer paid holidays, a company pension scheme and a works doctor and dentist.

Their legacy lives on through the charitable trusts they established, one being a forerunner of the Joseph Rowntree Foundation, and the village of New Earswick, which was built for Rowntree’s workers and the people of York.

**Did you know…?**
Rowntree’s originally promoted its sweets and chocolates as every day grocery items and as late as the 1930s were still uncertain about the desirability of being viewed as a confectionery company.

**Craven’s**
The story of Craven’s begins in 1822, when Joseph Hick opened a confectionery business at 48 Coney Street, York. His daughter, Mary Ann, the youngest of three children, was born in 1829.

Just four years later her future husband, Thomas Craven, became apprenticed to the firm of Berry and Hide, where he was to learn the art of confectionery. By 1843, and by now a Master Confectioner, he was in a position to take over the business.
Clearly a man with prospects, Thomas Craven married Mary Ann Hick in 1851, a shrewd move as Mary inherited her father’s confectionery business when he died in 1860. Alas, their good fortune was to be short lived as Thomas died just two years later.

Mary Ann Craven now faced a bleak future. Widowed, and with several children to support, she had little choice but to roll up her sleeves and get heavily involved in the running of the Craven’s confectionery business.

It is testament to her determination and courage that just four years later she was listed in Melville’s Directory of Business for York as a ‘manufacturing confectioner with premises in Coney Street, Pavement and Coppergate’, a remarkable achievement in an age when women were rarely involved in business, let alone an enterprise of the scale and success enjoyed by Craven’s in this period.

Craven’s became the world's largest boiled sweet manufacturer and is now owned by a global confectionery company, Tangerine. Tangerine is based at one of the original Craven’s factory sites on the outskirts of York where it manufactures sugar and toffee-based confectionery including Jameson’s Raspberry Ruffles, Tavener’s Toffees and Barratt Refresher lollies.

**Did you know…?**

When Craven’s Coppergate site was demolished in 1966 workers discovered the remains of a Viking settlement beneath the original foundations. The site is now the location of the Jorvik Viking Centre.

**Terry’s**

Joseph Terry was born in York in 1793 and went on to become apprenticed to an apothecary. While this might seem an unusual start to a career in the confectionery business, in fact it was in many respects an ideal preparation for what was to come. The fine art of preparing pastilles, pills and potions gave Joseph the skills required to become a true artist of confectionery.

In 1823 he married Harriet Atkinson and joined her uncle’s business – Bayldon and Berry – making cough lozenges, lemon and orange candied peel and other sweets. Two years later, he joined forces with George Berry, the son of one of his employers, to establish Terry and Berry in St Helen’s Square, a fact noted in the Yorkshire Gazette of 29 October 1825:

> “Joseph Terry and George Berry, confectioners, St Helen’s Square, having taken the Stock and entered upon the premises of the late Robert Berry and Co, most respectfully solicit from the Friends of the late Firm and from the Public at large that Patronage so liberally bestowed on their Predecessors.”

By 1840, and through clever use of the new railways, Terry and Berry were able to sell their products in 75 towns across the north of England.
Following Joseph Terry's death in 1850, his three sons - Joseph Jnr, John and Robert established the world famous company of Joseph Terry & Sons, becoming a firm fixture of life in York. A measure of the esteem in which the firm was held can be judged by a report in the Yorkshire Herald on the death of Joseph Jnr in 1898:

“There was no person in the city more beloved and respected, and no-one who was more possessed of the qualities that constitute a genial and amiable Englishman.”

After Joseph Jnr's death the firm passed to his son, Francis, and grandson Noel, who went on to introduce Terry’s classics such as the Chocolate Orange and Terry’s All Gold.

Did you know...?
When Terry’s celebrated its bicentenary in 1967 awards were made to staff on the basis of length of service. Such was the loyalty inspired by the firm that the staff present had between them racked up 3,078 years of service.

Find out more at www.yorkschocolatetestory.com
CONTACTS

For all PR enquiries, image requests or to arrange a press trip to please contact:

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What we can offer:

• Travel features, ideas and itineraries – perfect for “best days out” or “things to do” articles

• Press trips to York – offering a truly indulgent and unique experience in the UK’s home of chocolate

• Articles on York’s chocolate heritage and the history of chocolate.

• Ideas for quirky chocolate gifts and products – perfect for Valentine’s Day, Mother’s Day, Christmas or any occasion.

• Top tips for chocolate making, recipes and guides on how to work with chocolate.

• A unique venue – perfect for group experiences, for example hen parties and birthdays

• Product reviews and samples from our deliciously decadent chocolate themed café
Six other UK-based attractions provide a wealth of opportunities for individual guests, families, friends, school groups, social outings, coach parties, corporate events and so many more. For those looking for a truly unique place to visit, Continuum Attractions promise memorable experiences for all, with fascinating stories told in unforgettable ways.

**Oxford Castle Unlocked**

Tales of murder, romance, betrayal, escape and execution. We bring Oxford's hidden history to life - climb the tower, descend deep into the crypt, experience the prison regime. Costumed characters will guide you around the colourful past of Oxford Castle from Roman foundations through to the Victorian prison buildings vacated by the last prisoners as recently as the 1990s. Whether you are looking for a private hire venue, bespoke educational facility or just a relaxing coffee in Cafe 1071 Oxford Castle Unlocked can offer it all. [www.oxfordcastleunlocked.co.uk](http://www.oxfordcastleunlocked.co.uk)

**The Real Mary King's Close**

Buried deep beneath Edinburgh's Royal Mile lies the city's deepest secrets, a warren of hidden streets that reveal the City's extraordinary past from the 17th century. For hundreds of years the true story of the Close has remained untold – until now! In the Company of an expert guide you can explore this unique site and experience what it was really like for the people who lived, worked and died there. The Real Mary King's Close has been awarded the Five Star Historic Attraction Award by Visit Scotland. [www.realmarykingsclose.com](http://www.realmarykingsclose.com)

**The Canterbury Tales**

Step back in time and experience the sights, sounds and smells of Medieval England. Accompany Geoffrey Chaucer’s colourful characters on their magical pilgrimage from London to Canterbury and hear about the medieval misadventures of this merry band of Pilgrims. The Canterbury Tales has become a much loved regional attraction and an essential part of any visit to the garden of England's historic cathedral city. [www.canterburytales.org.uk](http://www.canterburytales.org.uk)

**Spinnaker Tower**

Soaring 170 metres above Portsmouth Harbour and the Solent, the Spinnaker Tower has already established itself as a national icon for Britain. Britain's best viewing tower stands proud over one of the most fascinating seascapes in the world, offering amazing 350° panoramic views of Portsmouth Harbour, the South coast and the Isle of Wight, stretching out for up to 23 miles. Three viewing decks offer a glass floor where visitors can dare to ‘walk on air,’ a Cafe in the Clouds and the Sky Deck open to the elements, where visitors can feel the wind in their hair. [www.spinnakertower.co.uk](http://www.spinnakertower.co.uk)
Coronation Street The Tour

Coronation Street The Tour offers Corrie and TV fans the unique opportunity to walk down the hallowed cobbles of the nation’s street as the former Coronation Street opened to the public in April 2014. After 53 years, Coronation Street filmed its final scenes at the Quay Street Studio’s on December 20th 2013. Coronation Street has now moved to its new home at MediaCityUK leaving behind the street and all of its history.

Working in partnership with ITV, Continuum Attractions allow fans of the nation's longest running soap to walk in the footprints of Coronation Street legends and soak up 53 years of history.

www.coronationstreetthetour.co.uk

Kent Life

Set in 28 beautiful acres of Kent countryside, Kent Life offers a stunning historical record of rural life in the Garden of England. Step back in time whilst you explore a delightful collection of reconstructed historic farm houses, hop gardens and oast houses, complete with farmyard animals, tours, educational facilities, children’s play areas and a whole calendar of events. Kent Life offers an idyllic setting and comprehensive facilities for groups young and old, whether you visit us for a corporate event, an educational trip or a leisure outing. www.kentlife.org.uk